CAMBRIDGE JUNE MAGAZINE PROMOTION
SECTION DISPLAY ALLOCATION

Section	12 Carton	30 Carton	60 Carton	150 Carton	Allocation Total	Section Orders	%
11	124	270	170	20	584	1164	199.3
12	124	270	170	20	584	700	119.9
13	124	270	170	20	584	567	97.1
14	120	200	120	15	455	439	96.5
15	136	200	130	15	481	754	156.8
16	236	380	260	35	911	876	96.2
21	164	280	200	25	669	539	80.6
22	236	390	300	35	961	1443	150.2
23	388	740	570	70	1768	1763	99.7
24	132	270	180	25	607	752	123.9
25	244	380	300	35	959	1046	109.1
26	100	190	140	15	445	477	107.2
31	176	360	260	30	826	841	101.8
32	168	340	240	30	778	808	103.9
33	332	650	500	60	1542	1618	104.9
34	280	530	420	50	1280	1133	88.5
35	312	570	460	50	1392	1566	112.5
36	188	300	230	25	743	693	93.3
41	148	265	160	20	593	888	149.7
42	444	840	680	70	2034	1808	88.9
43	180	330	240	30	780	1054	135.1
44	440	745	600	70	1855	1860	100.3
45	340	600	430	50	1420	1481	104.3
46	352	640	500	60	1552	1707	110.0
51	168	340	200	30	738	708	95.9
52	132	260	155	20	567	757	133.5
53	264	490	350	40	1144	1074	93.9
54	124	250	165	20	559	849	151.9
55	124	200	100	15	439	424	96.6
56	0	0	0	0	0	80	----
TOTALS					**27,250**	**30,989**	**113.7**

2042814115

Source: https://www.industrydocuments.ucsf.edu/docs/sqxm0004

Source: https://www.industrydocuments.ucsf.edu/docs/sqxm0004

CAMBRIDGE JUNE PEOPLE MAGAZINE PROMOTION

Section	12 Carton Promo Code 149 Shipped	Used	%	30 Carton Promo Code 150 Shipped	Used	%	60 Carton Promo Code 151 Shipped	Used	%	TOTAL Shipped	Used	%	150 Carton Promo Code 152 Placed
11	604	232	38.4	380	231	60.7	180	153	85.0	1164	616	52.9	46
12	260	127	48.8	270	204	75.5	170	106	62.3	700	437	62.4	14
13	132	37	28.0	275	74	26.9	160	61	38.1	567	172	30.3	14
14	124	128	103.0	195	209	107.0	120	98	81.6	439	435	99.1	11
15	424	180	42.4	200	190	95.0	130	101	77.6	754	471	62.7	18
16	236	170	72.0	380	286	75.2	260	232	89.2	876	688	78.5	20
21	164	73	44.5	185	133	71.8	190	141	74.2	539	347	64.4	32
22	688	67	9.7	430	163	37.9	325	250	76.9	1443	480	33.3	36
23	388	232	59.7	795	534	67.1	580	518	89.3	1763	1284	72.8	26
24	132	58	43.9	440	252	57.2	180	150	83.3	752	460	61.2	6
25	296	78	26.3	450	219	48.6	300	197	65.6	1046	494	47.2	6
26	92	32	34.7	270	151	55.9	115	100	86.9	477	283	59.3	11
31	176	94	53.4	405	221	54.5	260	247	95.0	841	562	66.8	12
32	168	100	59.5	400	298	74.5	240	194	80.8	808	592	73.3	20
33	428	167	39.0	690	414	60.0	500	366	73.2	1618	947	58.5	52
34	268	123	45.8	465	286	61.5	400	291	72.7	1133	700	61.8	77
35	536	120	22.3	570	275	48.2	460	243	52.8	1566	638	40.7	37
36	188	81	43.0	300	167	55.6	205	80	39.0	693	328	47.3	11
41	148	62	41.8	580	286	49.3	160	93	58.1	888	441	49.7	11
42	348	295	84.7	940	665	70.7	520	477	91.7	1808	1437	79.5	79
43	344	110	31.9	470	325	69.1	240	211	87.9	1054	646	61.3	33
44	440	187	42.5	820	545	66.4	600	358	59.6	1860	1090	58.6	24
45	296	224	75.6	795	520	65.4	390	336	86.1	1481	1080	72.9	43
46	352	287	81.5	855	600	70.1	500	444	88.8	1707	1331	78.0	37
51	168	53	31.5	340	228	67.0	200	152	76.0	708	433	61.2	39
52	292	21	7.1	310	181	58.3	155	87	56.1	757	289	38.2	10
53	264	185	70.0	490	463	94.4	320	273	85.3	1074	921	85.7	29
54	304	80	26.3	320	244	76.2	225	259	11.5	849	583	68.7	2
55	124	99	79.8	200	112	56.0	100	61	61.0	424	272	64.1	28
56	---	---	----	---	---	----	80	---	----	80	---	----	---

2042814116

CAMBRIDGE JUNE
PEOPLE MAGAZINE PROMOTION

Section	MASS MERCH/SUPERMARKETS Total	Accepted	%	CONV. CONV/GAS Total	Accepted	%	OTHER Total	Accepted	%
11	861	105	12.2	2863	198	6.9	4224	251	5.9
12	733	55	7.5	2257	98	4.3	3518	231	6.6
13	938	61	6.5	2130	19	.9	2568	64	2.4
14	682	10	1.5	584	23	3.9	9533	298	3.1
15	1002	113	11.3	1622	42	2.6	5411	214	3.9
16	1146	217	18.9	2042	63	3.1	3207	281	8.8
21	930	84	9.0	2225	93	4.2	3328	151	4.5
22	1138	252	22.1	3266	148	4.5	1812	65	3.6
23	1395	546	39.1	4680	311	6.6	2097	272	13.0
24	1538	164	10.7	5774	157	2.7	2561	61	2.4
25	1041	161	15.5	4664	131	2.8	1477	95	6.4
26	1385	66	4.8	5195	121	2.3	2733	88	3.2
31	1127	250	22.2	4388	169	3.9	1928	100	5.2
32	1313	292	22.2	4282	72	1.9	2084	84	4.0
33	1484	319	21.5	3917	247	6.3	2355	189	8.0
34	1691	335	19.8	4193	117	2.8	2156	104	4.8
35	1567	281	17.9	6342	181	2.9	2051	137	6.7
36	1406	159	11.3	6727	90	1.3	2101	43	2.0
41	1271	99	7.8	3617	141	3.9	4566	184	4.0
42	1314	269	20.5	2732	417	15.3	3055	344	11.3
43	1141	103	9.0	2256	235	10.4	4446	263	5.9
44	1716	483	28.1	4057	296	7.3	3141	225	7.2
45	1236	303	24.5	2603	278	10.6	3222	275	8.5
46	1301	429	33.0	2755	160	5.8	3790	261	6.9
51	1539	223	14.5	3436	132	3.8	1768	66	3.7
52	836	112	13.4	2666	107	4.0	972	70	7.2
53	1715	334	19.5	3164	143	4.5	4123	242	5.9
54	1252	203	16.2	3930	67	1.7	3032	183	6.0
55	1160	15	1.2	2315	44	1.9	5073	196	3.9
56	121	---	----	259	---	----	442	---	----

20428141117

Source: https://www.industrydocuments.ucsf.edu/docs/sqxm0004

CAMBRIDGE JUNE
PEOPLE MAGAZINE PROMOTION

	0 - 199 cpw			200 - 299 cpw			300 - 499 cpw			500 + cpw		
Section	Total	Accepted	%	Total	Accepted	%	Total	Accepted	%	Total	Accepted	%
11	4630	60	1.3	1593	92	5.8	1154	234	20.3	571	168	29.4
12	3972	59	1.5	1334	96	7.2	849	133	15.7	353	96	27.2
13	2881	9	.3	1184	23	1.9	971	53	5.5	600	59	9.8
14	6347	19	.3	2352	20	.8	1305	87	6.7	795	205	25.8
15	4385	40	.9	1633	57	3.5	1305	119	9.1	712	153	21.5
16	3452	87	2.5	1145	91	7.9	1068	171	16.0	730	212	29.0
21	3410	52	1.5	1278	52	4.1	1167	121	10.4	628	103	16.4
22	3406	78	2.3	1245	63	5.1	985	183	18.6	580	141	24.3
23	5094	209	4.1	1171	187	16.0	1223	442	36.1	684	291	42.5
24	6071	46	.8	1677	60	3.6	1245	153	12.3	880	123	14.0
25	4788	71	1.5	1037	62	6.0	870	160	18.4	487	94	19.3
26	5452	23	.4	1624	36	2.2	1225	97	7.9	1012	119	11.8
31	4458	64	1.4	1568	99	6.3	903	168	18.6	514	188	36.6
32	4690	34	.7	1416	59	4.2	944	176	18.6	629	179	28.5
33	4293	93	2.2	1372	152	11.1	1278	260	20.3	813	250	30.8
34	4742	75	1.6	1403	98	7.0	1048	154	14.7	847	229	27.0
35	5669	83	1.5	2046	114	5.6	1138	203	17.8	1107	199	18.0
36	7470	69	.9	1292	40	3.1	879	111	12.6	593	72	12.1
41	4898	60	1.2	2027	70	3.5	1727	154	8.9	802	140	17.5
42	3209	170	5.3	1492	198	13.3	1308	316	24.2	1092	346	31.7
43	4225	78	1.8	1623	99	6.1	1303	196	15.0	692	228	32.9
44	5199	173	3.3	1620	188	11.6	1135	294	25.9	960	349	36.4
45	3852	174	4.5	1192	128	10.7	1141	262	23.0	876	292	33.3
46	4431	122	2.8	1362	124	9.1	999	203	20.3	1054	401	38.0
51	3529	40	1.1	1238	85	6.9	1001	135	13.5	975	161	16.5
52	2699	84	3.1	742	53	7.1	511	58	11.4	522	94	18.0
53	5116	69	1.3	1795	132	7.4	1237	307	24.8	854	211	24.7
54	4465	46	1.0	1740	80	4.6	1073	127	11.8	936	200	21.4
55	4751	35	.7	1829	47	2.6	1221	112	9.2	747	61	8.2
56	551	---	---	120	---	----	99	---	----	52	---	----

20428141 18

Source: https://www.industrydocuments.ucsf.edu/docs/sqxm0004

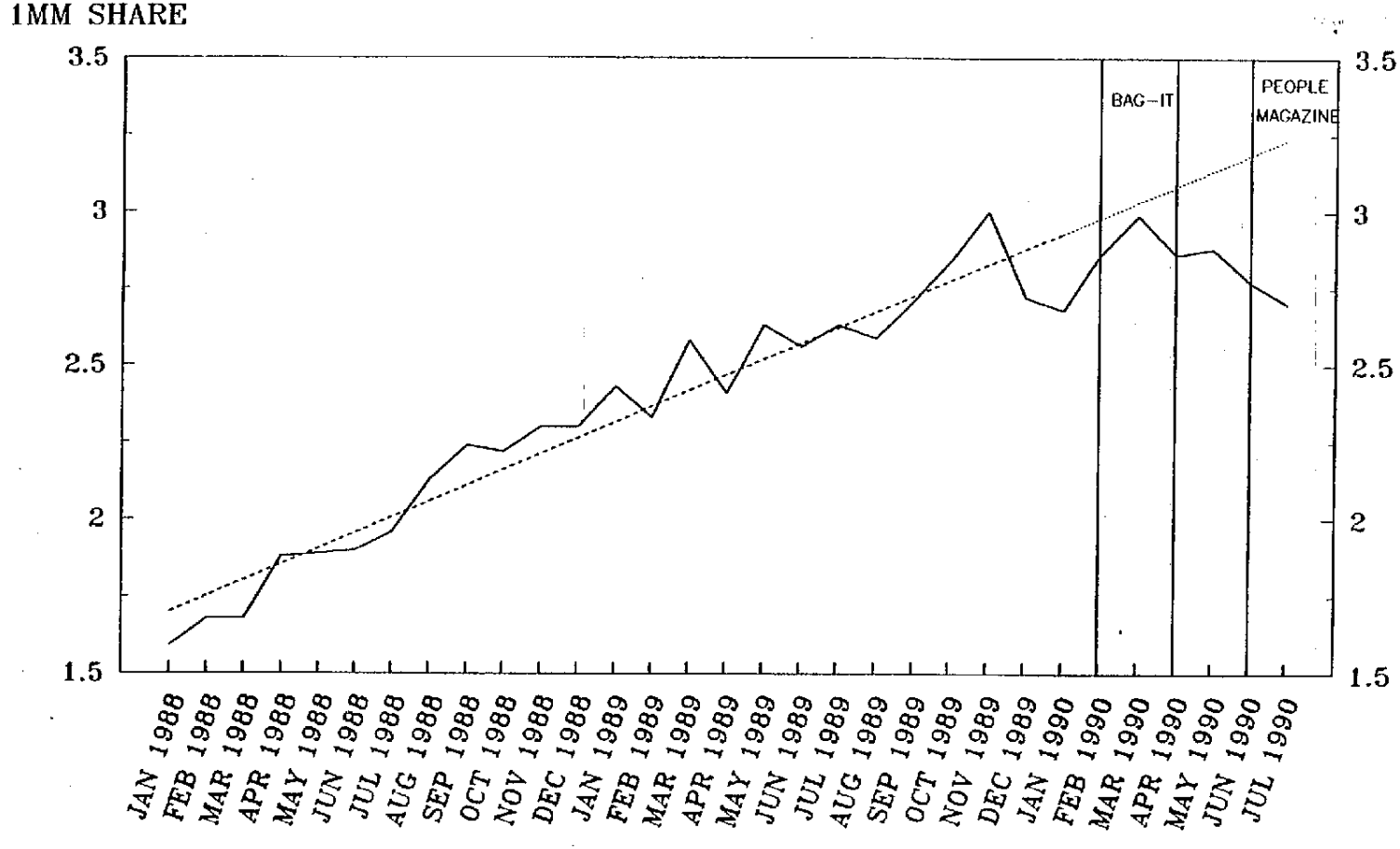
CAMBRIDGE JUNE PEOPLE MAGAZINE PROMOTION

Section	CHAIN Total	CHAIN Accepted	CHAIN %	INDEPENDENT Total	INDEPENDENT Accepted	INDEPENDENT %
11	2650	92	3.5	5298	462	8.7
12	2324	71	3.1	4184	313	7.5
13	2996	60	2.0	2640	84	3.2
14	1240	20	1.6	9559	311	3.3
15	2456	125	5.1	5579	244	4.4
16	3310	165	5.0	3085	396	12.8
21	3037	79	2.6	3446	249	7.2
22	3196	301	9.4	3020	164	5.4
23	4175	571	13.7	3997	558	14.0
24	5366	243	4.5	4507	139	3.1
25	4401	176	4.0	2781	211	7.6
26	6171	116	1.9	3142	159	5.1
31	3113	306	9.8	4330	213	4.9
32	3212	198	6.2	4467	250	5.6
33	3431	364	10.6	4325	391	9.0
34	4189	293	7.0	3851	263	6.8
35	5215	264	5.1	4745	335	7.1
36	5480	137	2.5	4754	155	3.3
41	3301	209	6.3	6153	215	3.5
42	3657	459	12.6	3444	571	16.6
43	3722	329	8.8	4121	272	6.6
44	3703	474	12.8	5211	530	10.2
45	3214	276	8.6	3847	580	15.8
46	3845	321	8.3	4001	529	13.2
51	2911	224	7.7	3832	197	5.1
52	2664	168	6.3	1810	121	6.7
53	3598	327	9.1	5404	392	7.2
54	5103	227	4.4	3111	226	7.3
55	3643	29	.8	4905	226	4.6
56	398	---	---	424	---	----

20428141119

Source: https://www.industrydocuments.ucsf.edu/docs/sqxm0004

TOTAL CAMBRIDGE
1MM SHARE OF INDUSTRY
TOTAL U.S.



SOURCE: NEW NIELSEN

2042814120

Source: https://www.industrydocuments.ucsf.edu/docs/sqxm0004